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| **Chapter Name** | Kansas City Chapter |
| **Chapter Number (ex. CH0000)** | CH6027 |
| **Chapter Location (City, State)** | Kansas City, MO |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Tracie Glasscock |
| **Email Address:** | [tracie@beyondthelearningcurve.com](mailto:tracie@beyondthelearningcurve.com) |
| **Phone Number:** | (913) - 706 - 3533 |
| **Chapter Board Position:** | Director of Ambassador Program |
| **Chapter Website URL:** | [http://tdkc.org](http://enotification.td.org/track/click/30530608/tdkc.org?p=eyJzIjoiUkhIeld0RDFIUDhLc2VFUGxsWEctcnoxMGU0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRrYy5vcmdcIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcImFkN2VkZTJiZmYzMzQxMDZhNjkwZDg5ZGNiNzY0ZGE5YjczNzhkZjlcIl19In0) |
| **Submission Title:** | Membership: Orientation & Engagement |
| **Submission Description:** | To improve member engagement and retention, we created an Ambassador Program that would assist new members in assimilating into our chapter by personally welcoming them by phone or in person. During these welcoming visits, we introduced new members to the benefits of membership, connected them with other members with similar interests and shared volunteer opportunities. Additionally, we focused more attention on new members at our monthly meetings by providing them time to introduce themselves. We also started our monthly programs with a brief networking activity tied to the speaker’s topic. |
| **Need(s) Addressed? Please be specific.** | We had many members who joined our chapter and attended a few meetings per year but did not get involved or fully leverage the benefits of their membership by attending meetings. This lack of engagement impacted our retention numbers and created a shortage of volunteers to support our activities. |
| **What is your chapter's mission?** | To promote excellence in the field of learning and development. We encourage active participation, learning and the exchange of ideas to assist members in career and leadership development, organizational effectiveness and profitability, performance improvement and the advance of human resource development. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By creating a more personalised orientation experience for new members through our Ambassador Program, we improved member engagement. New members volunteered for committees such as our Fall Conference in greater numbers than in the past. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | By building awareness of the benefits of membership and helping people connect to other members of the chapter, we promoted the exchange of ideas and knowledge. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | New members of our chapter |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | The Ambassador Program is supported by a team of four volunteers and one director. Team members are assigned three to five new members to reach out to each month. An excel spreadsheet is used to capture progress made by each team member and any situations that need follow-up. The only cost associated with the program was to print folders with the Chapter logo. These folders contained information on the benefits of membership, information on Power Members and the schedule of programs for the year. |
| **How did you implement: (please give a brief description)** | Using the membership query in Wild Apricot, we created a spreadsheet with the names of new members each month. The spreadsheet was then put on the a Google Docs site so all team members could access information about their new members and could document the outcome of their visits with new members.  At each monthly meeting one or more Ambassador was present to greet new members and introduce them to other members. Additionally, our President formally introduced new members and the Director of the Ambassador Program conducted a brief networking activity prior to the program's start. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | As a result of this program, new member engagement has increased as evidenced by greater attendance at meetings and increasing interest in volunteering for committees like our Fall Conference. Feedback from new members has been very positive with new members indicating their appreciation for this "personal touch' at the beginning of their membership. Since the start of our program in 2016, we have reached out to over 100 new members. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | We started out the program with the objective of having three "touch points" with new members during their first year. However, it was cumbersome to manage from a time and resource perspective so we limited it to two ----one within the first month of starting their membership and the second after 4 to 5 months. The second "touch" was done via email. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | I viewed other Chapter S.O.S. submissions |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [ATD Benefits.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiRE8tR19lcEFVMW5jdVJ1enhmcEgzQ25YQTBJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORGdtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Ambassador\_initial email.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoic3pMSDBjWVd6YWJmRmM4ang5TlBRR18tVkNvIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORGdtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Ambassador\_initial email.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiWHRDXzI3cng3N2lPazM4Zk9qQ3BLb0xvYXhBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORGdtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Ambassador Program\_ second email.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiaklHTG5tM3pVRE9OemY2ekstR21qNkgyZDBrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORGdtWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATDKC Ambassador Program.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiVEJpck5OV2lJMF85ZnVueEdJbElNVXVsczZVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORGdtWld3OVpXeGxiV1Z1ZEY4ek1nPT1cIixcImlkXCI6XCIwMjM0ZGE0NGU2NTc0YWE5YWZhNGI4YTMxY2JhZTlhYlwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoicmVmU2o3OTlBeV9pTGd2ZUNlQllhVGRSNDRJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjAyMzRkYTQ0ZTY1NzRhYTlhZmE0YjhhMzFjYmFlOWFiXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |